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## Design and Promotion Strategy of Marketing Platform of Aquatic Auction based on Internet

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### Abstract

For the online trade and promotion of aquatic products and related materials through the network between supply and demand, the design content and effective promotional strategies of aquatic auctions online marketing platform is proposed in this paper. Design elements involve the location of customer service, the basic function of the platform including the purchase of general orders, online auctions, information dissemination, and recommendation of fine products, human services, and payment preferences. Based on network and mobile e-commerce transaction support, the auction platform makes the transaction of aquatic products well in advance. The results are important practical value for the design and application of online marketing platform of aquatic auction.

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Keywords: marketing platform; auction; promotion strategy; Internet; aquatic products

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### 1. Introduction

At present, the e-commerce trading of aquatic products is still in its infancy in China. Due to small-scale aquaculture enterprises, the dispersion of production and operation, old trading tools, unfamiliar information technology for practitioners, it is low sensitivity on e-commerce trading of aquatic products. However, in the network economy, e-commerce application in the field of fish trade is inevitable. It has provided a good opportunity for the aquaculture development of electronic commerce that the sales volume and profit growth in aquatic products industry are very strong in China; the cross-regional fish trade has become more active [1-6].

According to incomplete statistics, there are dozens of sites of the aquaculture industry by the Internet

in China [7-8]. Mainly in the following three forms: (a) information dissemination website, such sites as the non-profit academic or official portal to conduct academic exchanges and trade information dissemination; (b) a large fish market online stores, such as the city of Zhoushan fishery online trading market, this type of platform is to improve the competitiveness of its fish market and build a network market in the form of ordinary or simple purchase method only to open source and access; (c) the fishing company's own Web site, in addition to enhance their own popularity, the network can also accept orders, but especially fresh like to receive more difficult orders.

For the online trade and promotion of aquatic products and related materials through the network between supply and demand, the design content and effective promotional strategies of aquatic auctions online marketing platform is proposed in this paper. The platform has two competitive advantages for online auctions and mobile commerce transaction. Based on the platform the transaction time of aquatic products will be in advance; meanwhile the marine transportation vessels can shorten greatly the transport distance and time to navigate directly and dock the final port for loading, unloading and handling, according to the place of purchase. In addition, the platform also proposes a human services functions, this new feature is designed for the unfamiliar with seafood to many users and contribute.

## **2. Design of Marketing Platform of Aquatic Auction**

### *2.1 Figures Location of the customer service of Marketing Platform of Aquatic Auction*

Marketing Platform of Aquatic Auction is for the ordinary consumers, large customers, food processors and related practitioners.

1) *The ordinary consumers:* The consumers are individual consumers, one purchase less, the purchase of the product is generally a wide variety of rough, finishing class fish.

2) *Large customers:* Large customers include all kinds of hotels, enterprises, institutions, supermarkets and chain stores. For these customers, the platform is mainly for the buyer needs the information published.

3) *Food processors:* Food processing business can buy the main raw material by online auction, they purchased mainly the whole library seafood and related production equipment.

While aquatic transactions, any customer must first register as an ordinary member, and submitted a number of necessary personal information. Ordinary users do not need strict identity confirmation and audit. But for large customers, it is needed to register as an advanced user and accept the stringent qualification.

### *2.2 Function of Marketing Platform of Aquatic Auction*

As a Marketing Platform of Aquatic Auction of fish, fisheries products and the related, the platform plays the main role of the suppliers of the large information both the sale and the buy [9-11]. Therefore, the basic functions of the platform should have the general orders to buy, online auctions, information dissemination, fine recommendation and human services, shown in Figure 1.

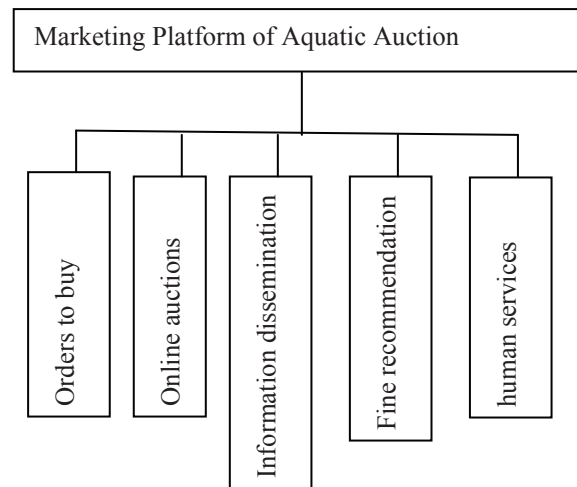


Fig. 1 Function of Marketing Platform of Aquatic Auction

**Orders to buy.** For the processing aquatic products of medium price, stable and easy-to-transaction class products, has opened up the buy page similar to the general orders with other shopping sites. To the brand category, customers can choose to purchase any of their favorite products of some brands on the platform.

**Online auctions.** The auction platform divided goods into the high-value seafood, the entire ship (large) fish, stock fish, fishing supplies, fishing equipment, etc. At the time published on the website, consumers can need for the auction online for selected products. The end of the transaction, the highest price bidder shall win the bid of the product.

As the auction of the special attributes of products, designated for the bid period has strict standards. High-value products like seafood should be displayed before the official auction.

For the entire ship's fish, fishing vessels caught in the end, the boat owner can send in time the whole boat specific and detailed information in word, video or photos to the platform for announcement for consumers, including: the vessel, hull nature, operation area, the main seafood varieties, specifications, etc. by computer or cell phone technology of 3G. Therefore, before the fishing dock, or even the way back to freedom, they can be to online auctions, shown in Figure 2.

**Information dissemination.** As online trading platform, the relevant amount of information of the site is very important to attract fishing practitioners and to be a very close relationship of direct proportion to improve the site's popularity and traffic. The site should be noted that update the latest fishing industry, and strive for the stakeholders to provide comprehensive, rapid fisheries information.

**Recommendation.** Basis on the amount of seafood sold every week, a popularity ranking can provide the necessary reference information for the consumers of initial purchase or unfamiliar with the seafood. This information can also be fed back to various enterprises, so that they have an intuitive understanding for their own reputation and popularity of the products. Meanwhile, the popular and good quality boutiques are recommended a convenience for consumers.

**Human services.** Seafood is one of the most nutritious and delicious food in earth. Government agencies and some non-profit organizations identify seafood as a healthy food. However, many general consumers do not understand very well the true nutritional value of seafood, and also is not clear which will be even more delicious and nutritious cooking food with, or which will produce the opposite effect cooking food with. To address this issue it is launched a personalized service. The personalized service is

designed for many unfamiliar users with seafood, including the recipes of home-style cooking seafood, tips of handling seafood, and the nutrition of seafood.

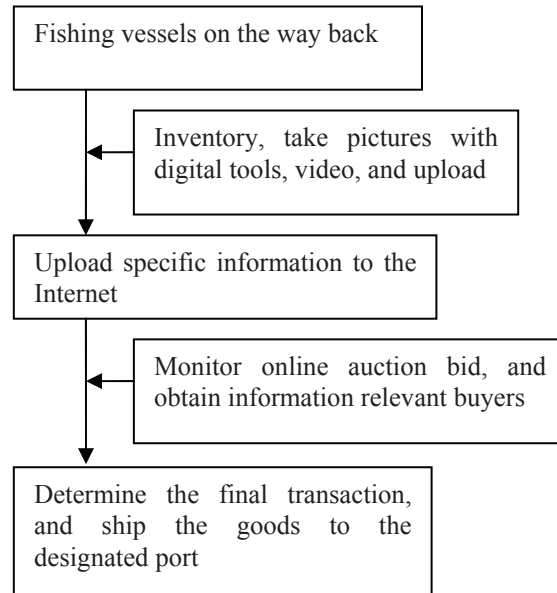


Fig. 2 Auction process when fishing vessels on the back way

### 2.3 Internet payment of Marketing Platform of Aquatic Auction

The payment of customers means an important step of recovery of funds of the site, therefore; under security consideration we followed the current mode of payment as other network platforms. And for different groups of customers, we adopt different payment options.

**General consumers.** For single ordinary consumers, we mainly adopt the combination of online banking and bank transfer payment. This payment model is now common in the national network of shopping, simple, convenient, and the technology is mature and is not easy to dispute. The consumers with useless online banking can pay the money into the company account by the major banks in the country or postal savings funds, and then can be verified by the network. Such payment can not be cash on delivery; consumers will need to pay the money into the designated account before purchasing. The consumers with a network of bank accounts can enjoy the guarantee on cash on delivery, and the same as online shopping in general, consumers will pay the corresponding fee to net through internet banking online, after ensuring the receiving and quality of the goods this document amounts are ultimately assigned to the company account.

**Bulk consumers.** For the large volume of transactions of customers, especially the entire ship, the entire warehouse of buyers, we will implement the installment plan. I.e.: after the deal buyer must pay the first payment into the designated account. When the platform confirms receiving and notices that the seller deliveries the goods, buyers will inventory, inspect, and recognize the related goods, then pay the remaining section into the same account. In principle, do not accept credit, extension of payment.

### 3. Promotion Strategy of Marketing Platform of Aquatic Auction

Website marketing strategy is to achieve site publicity by the use of some way. Web site promotion plan will not only improve site traffic, the most important platform to promote and business to enhance the effect.

#### 3.1 Platform marketing

Within the industry for the current strategies and methods developed for the promotion of the platform itself mode. Network marketing strategy of our platform is as follow.

Search Engine Marketing. Including two types: SEO marketing and PPC markets, press for advantage in the search engine rankings for the site into traffic, the search results page on the purchase of advertising space.

Viral marketing. Through a set of reasonable and effective points system guide and encourage customers to initiate publicity.

BBS marketing. By the use of the forum for such a network communication platform, through text, pictures, video, etc. publish enterprise products and services, from time to time to host the Forum, the event spread, top posts such as a forum to disseminate business, so that target customers more profound understanding of the company's products and services, ultimately to promote business enterprise brand, the purpose of deepening market awareness.

E-mail marketing. Keep in touch regularly sending letters to customers, the individual e-mail the contents, can take the opportunity to promote, such as the latest announcements of activities, the new cargo information, to subscribe to the way the industry and product information via e-mail provided to the user needs so as to establish trust and confidence between the user relationship.

Blog marketing. Set up a business blog for the interaction between company and users, such as comments of the industry, working thoughts, feelings and other essays, and expertise as corporate blog content, allowing users to more trust business to deepen brand influence.

Knowledge-based marketing. Through the questions and answers between users to enhance user loyalty. The establishment of an online interactive troubleshooting channel, so that the user experience of the company's professional and technical level and high-quality services, or to set an area specifically related to the popularization of knowledge of users, regularly updated every day and so on.

SN marketing. I.e. the social network, can be said the sublimation of viral marketing, which recognized the brand for the user to play a strong role.

Instant messaging marketing. By using the Internet chat tool for real-time promotion and publicity, conduct effective marketing strategy requires that we consider providing users with valuable information on their individual.

#### 3.2 Customer Marketing Strategy

For different clients, the following several different marketing programs are proposed.

Differential pricing. For the different needs of different customers, auction bidding is divided into two levels: ordinary customers and senior clients, these two customers have the differential auction authority. For different advertisers are also differences in pricing, in a different part of the cost of advertising is not the same. The businesses with varying financial conditions according to their own efforts put the appropriate advertising and publicity efforts. This can not only enhance the visibility of the platform, but also get the corresponding profit.

Free trial. As the platform begins with limited visibility and influence, few high-level customers wish

to pay the annual fee to do seemingly waste and no prospects of investment, so the initial site our service must set up free trial for senior customers (about one year). However, all accreditation and audits still need strict accordance with the regulations.

Advertisement. Advertising through the media platform, widely advertised, makes a real contact between the platform and consumers, and let more people understand the advantages of platform. The establishment of trust over the platform many people can increase the attention on the information platform. From useless to use gradually, and to rely entirely on the information platform, access is growing rapidly. At the same time do more public service ads, by public service ads to establish a good corporate public image, but also to mobilize the enthusiasm of people for the information platform.

#### 4. Conclusions

For the online trade and promotion of aquatic products and related materials through the network between supply and demand, the design content and effective promotional strategies of aquatic auctions online marketing platform is proposed in this paper. The platform has two competitive advantages for online auctions and mobile commerce transaction. Based on the platform the transaction time of aquatic products will be in advance; meanwhile the marine transportation vessels can shorten greatly the transport distance and time to navigate directly and dock the final port for loading, unloading and handling, according to the place of purchase. In addition, the platform also proposes a human services functions, this new feature is designed for the unfamiliar with seafood to many users and contribute.

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